

Introduction To Broadcast Station Imaging



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www.ScenicRadio.Com

Relaxing Entertainment for the World

In Association with

Ian Pinnell



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<http://en.wikipedia.org/wiki/File:Et-in-Arcadia-ego.jpg>

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Five Essays on Copyright In the Digital Era
Turre Publishing

Research On High-Profile Digital Video Production
Digital Content Association of Japan

Video Podcasting in Perspective: The History, Technology, Aesthetics and Instructional Uses of a New Medium
Journal of Educational Technology Systems

Video Podcasting: When, Where and How it's Currently used for Instruction
The National Convention of the Association for Educational Communications and Technology

IP Packet Charging Model For Multimedia Services
National University of Rwanda

Preservation of audiovisual mediums: Problems and challenges
Platform for Archiving and Preservation of Art on Electronic and Digital Media

P2P Technology Trend and Application to Home Network
Electronics and Telecommunications Research Institute Journal

Peer To Peer Computing - The Evolution of a Disruptive Technology
Idea Group Publishing

Peer-to-Peer Systems and Applications
Lecture Notes In Computer Science
Springer Berlin / Heidelberg

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Feedback

Please feel free to contact the author if you have any questions or comments. Your feedback is greatly appreciated.

You can contact the author here: www.KL7AF.com

Foreword

Salutations,

I invite you to join me on my continued journey for the quest of broadcasting knowledge.

Broadcast imaging is what sells a station to its audience. It is the combination of voice and audio used to provide information to the station audience. It is a useful tool for promoting the station, and can also be used to establish the station's persona.

The musical inspiration for this guide is Goldfrapp – Hairy Trees.

I would like to thank Scarlet Coker for providing assistance with the editing of the manuscript and James Davey at Broadcasting World for allowing me the opportunity to create this guide.

It is my sincere hope that the reader finds this guide beneficial.

David Childers

March 2012

Posveèeno Neži Vidmar.



Minima Maxima Sunt.

Talking is like playing on the harp; there is as much in laying the hands on the strings to stop their vibration as in twanging them to bring out their music.

Oliver Wendell Holmes

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Introduction

Broadcast imaging is used to present information about the station or its programming. The purpose of broadcast imaging is similar to the commercial advertising that stations run. The distinction is that broadcast imaging sells the station to the audience. If properly executed, broadcast imaging can provide the appeal to both inform and entertain the station's audience.

Broadcast imaging functions as a method of selling the station to its audience, in addition to creating a persona of the station itself. Establishing the character of the station is important to ensure that the station's audience is engaged. It is important to understand and know the station audience so the proper approach can be used to appeal to them.

Broadcast imaging requires careful planning and production in order to create a quality product that will be appealing to the stations audience. Most imaging packages are brief in length, so creativity and imagination must be used to provide a quality finished product.

Broadcast imaging is made up of several elements and they must be carefully combined to achieve the most effective results. No single element should be relied upon in the production of an imaging package. Limiting the number of elements used can restrict the overall effectiveness of the imaging package.

The different elements that make up a broadcast imaging package include:

- Imaging copy.
- Voice talent.
- Voice delivery.
- Background sound effects.
- Background music.

It is also important to match each element used with the others in order to achieve the desired goals. Using different production elements that clash with each other can destroy the overall effectiveness of the broadcast imaging package.

It must also be realized that an Internet broadcast station can be heard or watched globally. It is important to create a broadcast imaging package that can be easily understood by people, regardless of where they are located. Taking this into consideration allows the finished imaging product to achieve the desired results universally.

Types Of Broadcast Imaging

There are several categories of broadcast imaging packages that can be created.

These categories are:

Sweeper

These are played in between songs and are used to remind the audience who they are listening to or watching. They are also used to brand and build the station's image within the broadcast. Sweepers are usually between 5 to 10 seconds in length.

Teaser

These are designed to "tease" or give a "taste" of music or programs that will come in the near future. They are used to give the listener a reason to continue listening or watching through commercial breaks.

Promotion (Promo)

These define the character of the station and are designed to sell the station to the audience. They are the most important audio production created by the broadcast station.

Identification (ID)

These are station identifications that inform the audience who they are listening to or watching. ID's are usually 3 to 5 seconds in length.

Powershot (Station Tag attached to the beginning of a song)

These normally evolve around a full-length piece of music and station ID. They are used to highlight the style of music a particular station plays. They may include an "artist drop," which is an introduction spoken by that Artist. The tag is generally the artist introducing themselves and their music. The drop may also include a reference to the station. Both methods are a great way to focus the listener on the station style, and brand.

Planning

Effective planning is very important for designing a successful broadcast image package. This plan should incorporate specific elements which are important in making an effective broadcast imaging package.

These elements should include the following:

Creativity

Do not create carbon copies of existing imaging packages that promote similar concepts.

- Develop content naturally.
- Be imaginative.
- Be unique.

Timing

Determine the timed length of the imaging package.

- This will establish how much wording can be used in the imaging copy.
 - * It is important to use all available time as effectively as possible.

Planning

- It is important to know how long the imaging package is expected to be used, and if changes will be necessary for seasonal occasions (I.e. Christmas, Valentines, New Years). It is also important to take into consideration station events that may be coming up that you want the imaging package to revolve around.

Style

The approach used for broadcast imaging presentation can be varied. It is usually based on the audience and goals of the broadcast imaging package. Subtle techniques can be used to influence the audience when preparing these packages.

Propaganda is a method that is used to influence the attitudes of people. There are several techniques of propaganda use that can be effectively adapted for broadcast imaging production.

These techniques include:

- Bandwagon
This method persuades people to use specific items or services because many other people are using them.
- Testimonial
This method uses the words of an expert or a famous person to promote a particular product or service.
- Transfer
This method uses qualities of a known person which are associated with a product or service to promote it.
- Emotional words
This method generates positive feelings in the minds of people when words are used to evoke emotions.
- Plain folks
This method suggests something is good for the average person.
- Glittering generality
This method uses strong positive wording that is conveyed in an emotional way.

Script

The script is the heart of any broadcast imaging package. Great care must be used to choose the wording for the desired results or achieving the expected goals.

Specific goals should be defined for each broadcast imaging package. This will allow writers to concentrate on providing unique concepts when writing the script. This will provide the maximum "sell" potential for the audience.

Some of these concepts include:

Key elements

It is important to incorporate several key elements in any broadcast imaging production. Using these will allow the radio imaging package to be successful.

These key elements include:

* Short:

- Present information concisely.
- Make the content bite size for easy consumption.

* Simple:

- Use a single idea or concept.
- Present information clearly.
- Use standard English.
- Avoid the use of slang phrases.
- Repeat important information.
- The production needs to be consistent
- The production should not use clutter or filler material.

* Sweet:

- Make the content informative.
- Make the content entertaining.

Tease

Break up large announcements into small bits. Tease your audience with the announcement, and find a pivotal moment in the show to proceed with the big announcement. Keep the audience on edge to find out what the information will be.

You may also want to use your imaging to tease your listeners; this can be highly effective if used in the right way.

Speaking

Pace the voice presentation at a normal conversational speed.

- The copy needs to be written for speaking, not reading.
- Do not include excessive word content that would require a really fast voice delivery.

The tonal qualities of a voice can suggest the mood of a speaker.

- Lower voice tone conveys a serious voice approach.
- Higher voice tone conveys a happy / lite voice approach.

It is important to use contrasting voices for the speaking actors. This will make the broadcast image package more pronounced.

Information

Several important questions should be answered by the broadcast imaging package.

These include:

- **Who** is the station. (Station name)
- **What** is the station about.
- **Where** can the audience listen / watch the station broadcast or go to the station website.
- **Why** should the audience listen / watch the station or go to the station website.
- **How** can the audience listen / watch the station broadcast.

Relevancy

It is important to define the target audience for the broadcast imaging package. This will allow you to determine the criteria for the voice artist and any back ground media.

The radio imaging package should be designed specifically for:

- Representing the station.
- Influencing the audience.

Use the proper production elements to achieve this goal.

These elements include:

- Voice.
- Background audio.
- Script.

Example:

A high society voice track, with a classical music background, that discusses wine tasting would probably not appeal to a country western audience or station.

- Match the voice with the core audience.
 - * An imaging package that uses a high pitched female voice for a grunge station would probably not be a good mix.
- Match the genre of music with the core audience.
 - * An imaging package that uses jazz music for a country western station would probably not be a good mix.
- Match the format of the station with the core audience.
 - * An imaging package that uses heavy metal for a news talk station would probably not be a good mix.

Take charge

It is important that the image package makes a statement or conveys a specific essence.

These concepts include:

- Entertaining.
- Informative.
- Interesting.
- Distinctive.
- Persuasive.
- Enthusiastic.
- Memorable.
- Motivational.

Background audio

Use background audio as a backdrop to enhance the overall effect of the broadcast imaging package. This enhances the audience listening experience without overwhelming the audience and creates an audio tapestry of both voice and background audio.

Change background audio to convey a different atmosphere.

Example:

- Christmas music for Holiday season.
- Spooky music for Halloween.

Use background audio to convey a feeling or concept.

Example:

- Cash register sound effects for station contest promotions.
- Beach sound effects for station vacation contest promotions.

Record the voice track separate from any background effects that may be used. This will allow you to change any background sounds that have been embedded.

Do not drown out the voice track with background audio. Use a 85 / 15 sound ratio for the production mix.

- 85% of the production package sound should be the foreground voice track.
- 15% of the production package sound should be the background audio.

Background audio should be gradually faded out at the end of a broadcast image package. This will prevent the audio from interfering with the next program content.

Creativity and imagination are the key to creating the best broadcast imaging package possible. Think outside the box!

Rotation, Rotation, Rotation

It is possible to saturate the listening audience with broadcast imagining packages. Constantly bombarding the audience with these packages can overwhelm them. Do not fall into the train of thought that the broadcast imaging packages need to be placed on a heavy play schedule. Use imaging packages sparingly throughout the broadcast day. Know when it's right to play certain types of imaging packages; you do not want something heavy early in the morning, nor do you want something soothing for a high energy show. It is important to make sure that the imaging packages are in a practical and fluid rotation, where and when possible.

Implementation

Effectively communicating thoughts and ideas is absolutely critical in a broadcast imaging package. Care must be taken to avoid poor speaking habits. It is also important that the proper equipment is used and is set up adequately.

Things to consider for the voice presentation:

- Will a global audience understand the person or persons speaking?
- Will the person or people speaking be able to naturally persuade the audience members?

Basic tips for doing vocal tracks:

- Use proper grammar.
- Avoid using slang grammar or jargon.
- Be articulate in speaking.
- Use "cue" cards or scripts to avoid memory lapses.
- Do not shout or raise your voice.
- Talk to the audience, do not merely read a script.

Basic tips for using the microphone:

- Speak into the microphone, not away from it.
- Practice reading the imaging script in front of the microphone.
 - * This will help to overcome microphone phobia and allow you to concentrate on delivering a quality voice.
- Use proper distance between the microphone and your mouth.
 - * Get close enough to the microphone so that your voice will not be obscured by ambient noise.
 - * Avoid getting too close to the microphone as this will allow sounds from your tongue or lips to be picked up.
- Avoid excessive body movement when speaking.
- Use external dynamic directional broad frequency microphones.
- Ensure that a wind screen is used to reduce the effects of noise generated by speaking.
- The microphones should have a tripod or other piece of equipment to prevent it from moving around.
- If the imaging package requires multiple voice artists, each artist should have their own microphone.

Tips for microphone placement:

- Avoid using the microphone around speakers or audio output devices.
- Avoid placing the microphone in areas that absorb sound.
- Avoid placing the microphone in areas that produce echo.
- Avoid placing the microphone in areas that have other types of ambient sound.

Save – Save – Save

It is important to back up and save all produced broadcast imaging content. This applies to both vocal tracks and background sound content. It is also important to save the imaging content in a format that can be universally used.

If possible, save the content on storage media that can be removed from the production equipment, such as thumb drives or compact discs. This will prevent the loss of the content should the audio production equipment suffer technical malfunction. It is also possible to save copies of the imaging packages on remote network storage devices, such as LAN storage drives.

Some of the reasons for saving the imaging content include:

- This content can be reused for future work.
- This content can be used for an imaging portfolio for the advertising sales department.

Public Domain / Creative Commons Music And Sound Effects

Music and sound effects can be incorporated into commercial broadcast imaging packages that do not require royalty payments for use. This can be accomplished by using material from Public Domain or Creative Commons Licensed material.

Creative Commons Licenses:

It is very important to use the appropriate content for the broadcast imaging packages. This can be determined by which license is used for the content.

www.creativecommons.org/licenses

Creative Commons search:

search.creativecommons.org

Creative Commons sound clips:

www.freesound.org

www.free-loops.com

Creative Commons music and independent musicians:

www.soundclick.com

www.artistserver.com

www.jamendo.com/en

www.tribeofnoise.com

www.freemusicarchive.org/curator/creative_commons

dig.ccmixer.org

www.mutopiaproject.org

www.soundcloud.com

Audience Feedback

Feedback should be sought from the audience regarding broadcast imaging packages. It is important to accurately understand audience acceptance or rejection of an imaging package. They are the end consumer of the content and should be asked to share their thoughts or ideas. This will help you to provide a continuous cycle of improvement for the current radio imaging project as well as any future ones. Feedback can be solicited through contests or giveaways.

It is important to get a broad spectrum of audience participants for the survey:

- Diverse geographic location.
- Ethnicity of participants.
- Gender of participants.
- Age of participants.

It is important to get a variety of information from the survey participants:

- What is the best liked portion of imaging production?
- What is the least liked portion of imaging production?
- What would they change about the imaging production?
- Does the broadcast imaging production relate to the station?
- Does the broadcast imaging production relate to the audience?

Examples Of Broadcast Imaging Scripts

Example one

<Audio clip> Bugle call.
<Male voice> Leading the charge against boring radio.
<Female voice> You are listening to hot radio dot org.

Example two

<Audio clip > Harp music.
<Female voice> Filling your days with the sounds of love.
<Male voice> We are love song radio dot com.

Example three

<Male voice> Do not let this happen to you.
<Audio clip> Female scream from horror movie.
<Female voice> Keep your radio tuned here.
<Male voice> Hot hits dot com.

Example four

<Male voice> Are the other stations putting you to sleep.
<Audio clip> Snoring.
<Female voice> Join the music party here and groove to the beats.
<Male voice> My best hits dot net.

Note these specifics:

- Does the background audio re-enforce the over all script?
- Do the alternating voices highlight certain aspects of the script?